



Hello!

The City of Carlsbad is partnering with Circulate San Diego and the San Diego County Bicycle Coalition to promote walking and biking around Carlsbad, with a special focus on the downtown Village and surrounding areas. The campaign, funded by a grant from the San Diego Association of Governments, includes events, outreach to schools, business promotions and other activities to get more people walking and biking instead of driving on short trips around town. Find out more at www.carlsbadca.gov/walkbike.

Benefits for Your Business

- + **Economic benefits:** Active walkers and bicyclists can become active shoppers. For example, national studies show that bicyclists make more trips to businesses and spend more money in the long run than car-based shoppers. Promotions will attract new interest to your business and increase customer loyalty
- + **Health benefits:** Walking and biking are good for the health and well-being of your employees. Healthy employees mean fewer sick days, better morale and more enthusiasm for their work
- + **Environmental benefits:** Walking and bicycling reduce car trips, which reduces congestion and makes your business district more attractive to customers. Being a beautiful and active area can create customer excitement for your business and new reasons for customers to come to the area

Business Resources

- + **Digital media:** A Walk+Bike Carlsbad logo for you to put on your website and social media pages to let customers know you support their active lifestyles
- + **Printed pieces:** Campaign materials to display at your business
- + **Recognition:** Your business will be recognized on the city's Web page and Facebook page, which has more than 33,000 followers
- + **Campaign ambassador:** Ongoing information and support from the Walk+Bike Business+ district liaison throughout the duration of the campaign

Business Outreach Campaign Ambassador

Hannah Williams
Project Coordinator
San Diego County Bicycle Coalition
858-487-6063
Hannah@sdbikecoalition.org



For Your Employees

- + Be a role model and walk and bicycle to work
- + Offer incentives to your employees for walking and bicycling to work: post their pictures on Facebook or give them a gift certificate to another local walk and bicycle friendly business
- + Offer information about safety and routes for walking and bicycling to work
- + Lead a weekly walk or bicycle ride for employees to another local business that is walk and bike friendly to cross promote each other's businesses
- + Have a safe, secure place for employees to store bicycles at work
- + Exchange a yearly bicycle tune-up with a local bike shop with items that your business provides



For Your Customers

- + Post the Walk + Bike Carlsbad widget on your website and social media and share campaign posts
- + Mention bicycle parking, cross walks, sidewalks, and street lighting in your posts to let your customers know that walking and bicycling to your business is easy.
- + Take photos of your customers who walked or bicycled to your business and post to social media
- + Provide your customers with an incentive to “check in” at your business on their Yelp, Facebook or Instagram accounts, which gives them and your business recognition
- + Hold an Instagram and/or Facebook contest for customer “selfies” with their bike, helmet, or pedometer in front of your business and with the products you sell. Provide a prize at the end of each month for the participants
- + Run promotions for customers to walk or bike to your business when they show their helmet or distance traveled on a pedometer or app like MapMyWalk or MapMyRide
- + Include books, magazines and maps about walking and bicycling in waiting areas, on counters and in displays
- + Incorporate walking and bicycling gear, attire, accessories into your business displays to integrate these activities with all aspects of day to day life
- + Promote the walk and bike friendly district and participate in the planned Walk+Bike About community event this summer